

In re Application of: REFUAH et al  
Serial No.: 09/601,385  
Filed: July 28, 2000  
Office Action Mailing Date: January 28, 2008

Examiner: Khanh Q. DINH  
Group Art Unit: 2151  
Attorney Docket: 35806

**In the Claims:**

1-75 (Cancelled)

76. (Previously Presented) A method according to claim 136, wherein selecting the display format comprises modifying a display layout.

77. (Previously Presented) A method according to claim 136, wherein selecting the display format comprises modifying a level of detail shown.

78. (Previously Presented) A method according to claim 136, wherein selecting the display format comprises selecting data to be displayed.

79.-113. (Canceled)

114. (Previously Presented) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises one or more display colors.

115. (Previously Presented) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises an image quality.

116. (Previously Presented) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises a size, amount or density of displayed text.

117. (Previously Presented) A method according to claim 136, wherein selecting the display format responsive to the user profile comprises modifying a display format of a browser of the client.

118-135. (Canceled)

In re Application of: REFUAH et al  
Serial No.: 09/601,385  
Filed: July 28, 2000  
Office Action Mailing Date: January 28, 2008

Examiner: Khanh Q. DINH  
Group Art Unit: 2151  
Attorney Docket: 35806

136. (Currently Amended) A method of a user interacting with an Internet site managed by a first entity, comprising:

- (a) transmitting to the site, by a user, a request for an Internet page;
- (b) providing to the site, a predefined site-independent user profile record of the user transmitting the request, by a second entity not associated with the first entity;
- (c) providing, responsive to the request, information content of the Internet page; and
- (d) responding to the request, with a page presentation of the provided information content in a display format selected responsive to the user profile record.

In re Application of: REFUAH et al  
Serial No.: 09/601,385  
Filed: July 28, 2000  
Office Action Mailing Date: January 28, 2008

Examiner: Khanh Q. DINH  
Group Art Unit: 2151  
Attorney Docket: 35806

137. (Previously Presented) A method according to claim 136, wherein the user profile records are managed at least partially by tracking interactions of the user with an Internet and analyzing the tracked interactions to determine at least a part of the user profile.

138. (Previously Presented) A method according to claim 137, wherein said tracking comprises tracking at a computer from which the user accesses the Internet.

139. (Previously Presented) A method according to claim 137, wherein said tracking comprises tracking at a tracking computer which tracks a plurality of users, accessing the Internet from different client stations.

140. (Previously Presented) A method according to claim 139, wherein said tracking computer is physically remote from a computer hosting the site.

141. (Previously Presented) A method according to claim 159, wherein providing the information content comprises providing the same information content for a plurality of the users.

142. (Previously Presented) A method according to claim 159, wherein providing the information content comprises providing different information content including different search results, for a plurality of the users.

143. (Previously Presented) A method according to claim 136, wherein providing the information content of the Internet page comprises providing the information content of the Internet page without relation to the user profile of the user transmitting the request.

144. (Previously Presented) A method according to claim 136, wherein the selected display format includes at least one non-information-content attribute selected responsive to the user profile.

In re Application of: REFUAH et al  
Serial No.: 09/601,385  
Filed: July 28, 2000  
Office Action Mailing Date: January 28, 2008

Examiner: Khanh Q. DINH  
Group Art Unit: 2151  
Attorney Docket: 35806

145. (Previously Presented) A method according to claim 136, wherein transmitting the request comprises transmitting along with the user profile record.

146. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their level of detail.

147. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a percentage of image data that they include for one or more of their images.

148. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their colors.

149. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their spatial layout.

150. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a size, amount or density of displayed text.

151. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a number or percentage of non-textual objects.

152. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in the type of words they use.

In re Application of: REFUAH et al  
Serial No.: 09/601,385  
Filed: July 28, 2000  
Office Action Mailing Date: January 28, 2008

Examiner: Khanh Q. DINH  
Group Art Unit: 2151  
Attorney Docket: 35806

153. (Previously Presented) A method according to claim 159, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a ratio between images and text in the page.

154. (Previously Presented) A method according to claim 136, wherein responding to the request comprises responding by the site, which selects the display format.

155. (Previously Presented) A method according to claim 136, wherein responding to the request comprises providing the information content by the site, and selecting the display format at least partially by a persona server, separate from the site, which provides the presentations to the users.

156-157. (Canceled)

158. (Previously Presented) A method according to claim 136, comprising repeating (a), (b), (c) and (d) for a plurality of unrelated sites using a single user profile.

159. (Previously Presented) A method according to claim 136, comprising repeating (a), (b), (c) and (d) for a plurality of user profile records and a single site, wherein at least some of the responses to the requests differ at least in their display formats.

160. (Previously Presented) A method according to claim 136, wherein providing the user profile record of a user comprises providing a record at least partially determined for one or more other users.

161. (Previously Presented) A method according to claim 136, wherein providing the user profile record comprises providing by a proxy through which the request for the Internet page is provided to the site.

In re Application of: REFUAH et al  
Serial No.: 09/601,385  
Filed: July 28, 2000  
Office Action Mailing Date: January 28, 2008

Examiner: Khanh Q. DINH  
Group Art Unit: 2151  
Attorney Docket: 35806

162. (Previously Presented) A method according to claim 136, wherein providing the user profile record comprises providing a user profile record generated in a manner transparent to the user.

163. (Previously Presented) A method according to claim 136, wherein the display format is selected responsive to at least one attribute of the user profile record, which is independent of the information content of the site.

164. (Previously Presented) A method according to claim 137, wherein said tracking comprises tracking at a tracking computer which tracks access to a plurality of different unrelated web sites.

165. (New) A method of a user interacting with an Internet, comprising:  
tracking interactions of the user with an Internet;  
analyzing said tracked interactions to determine at least a part of a user profile;  
and  
modifying a plurality of future interactions of said user with computers on said Internet, responsive to said user profile, by modifying at least one of a presentation of information to said user or a functional response of a computer to input from user,  
wherein said plurality of modified interactions comprise interactions with the site-content of a plurality of unrelated sites.

166. (New) A method of user virtual personality maintenance, comprising:  
interacting with an Internet via a virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;  
tracking at least one user activity of interaction with an Internet; and  
modifying said virtual personality responsive to said user activity,  
wherein said virtual personality is user-selected for interaction with a plurality of different sites.

In re Application of: REFUAH et al  
Serial No.: 09/601,385  
Filed: July 28, 2000  
Office Action Mailing Date: January 28, 2008

Examiner: Khanh Q. DINH  
Group Art Unit: 2151  
Attorney Docket: 35806

167. (New) A method of user virtual personality maintenance, comprising:  
providing first virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;  
copying at least a part of said first virtual personality into a second virtual personality; and  
selecting said second virtual personality, by a user, to interact with an Internet.
168. (New) A method of virtual personality interaction with an Internet, comprising:  
providing a virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet, through which virtual personality an interaction with an Internet is mediated;  
requesting an interaction, with said Internet, by a user with whom said virtual personality is associated;  
identifying at least one prospective site for the interaction, from a plurality of unrelated sites;  
automatically analyzing a content of said site, by a computer, to determine a match to said virtual personality; and  
electing to perform said interaction or modifying a performance of said interaction responsive to said analysis.
169. (New) A method of Internet interaction by a single user, comprising:  
selecting, from a remote location, by the user, one of a plurality of virtual personalities available for interaction with a particular site, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet; and  
interacting with the particular site using the selected virtual personality.

In re Application of: REFUAH et al  
Serial No.: 09/601,385  
Filed: July 28, 2000  
Office Action Mailing Date: January 28, 2008

Examiner: Khanh Q. DINH  
Group Art Unit: 2151  
Attorney Docket: 35806

170. (New) A method of site ambiance provision, comprising:  
requesting an ambiance of a site, said request including an identification of the site; and

determining an ambiance of said site, responsive to said identification; and  
responding to said request with at least an indication of said ambiance.

171. (New) A virtual personality server, comprising:

a connection to a user, through which said user indicates a desired Internet interaction;

a connection to a WWW site, with which the user interacts, said connection adapted to connect to a plurality of unrelated WWW sites for interaction with by said user; and

a virtual personality adapter, which adapts said interaction by modifying at least one of a presentation of information from said site to said user or a functional response of said site to input from user, utilizing a virtual personality for the user, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.

172. (New) A method of virtual personality serving, comprises:

connecting to a WWW site, to request an interaction;

determining, at said WWW site, a desired virtual personality adaptation of said interaction, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

completing said interaction, by said WWW site, responsive to said determined virtual personality adaptation, wherein said desired adaptation comprises modifying at least one of a presentation of information from said site or a functional response of said site to input.



In re Application of: REFUAH et al  
Serial No.: 09/601,385  
Filed: July 28, 2000  
Office Action Mailing Date: January 28, 2008

Examiner: Khanh Q. DINH  
Group Art Unit: 2151  
Attorney Docket: 35806

173. (New) A method of site matching to a virtual personality, comprising:  
providing a list of relevant sites;  
analyzing each of said sites to determine a match with said virtual personality,  
which is a complex of characteristics that distinguishes an electronic person, for the  
purpose of interacting with an Internet; and  
grading said sites responsive to said analysis.
174. (New) A method of advertisement personalization, comprising:  
determining an instantaneous virtual personality of a human interactor,  
wherein a virtual personality comprises a complex of characteristics that distinguishes  
an electronic person, for the purpose of interacting with an Internet, said virtual  
personality including a mood, which is a dynamic aspect of said personality;  
selecting at least one advertisement to match said virtual personality; and  
presenting said advertisement to said interactor.
175. (New) A method of WWW site modification, comprising:  
detecting at the WWW site a desired interaction from a particular virtual  
personality, which personality comprises a complex of characteristics that  
distinguishes an electronic person, for the purpose of interacting with an Internet;  
determining a suitable modification of at least one characteristic of said site to  
match said virtual personality;  
responding to said desired interaction with a response indicating a match of  
said modified characteristic to said virtual personality; and  
modifying said site in association with providing said site during said desired  
interaction to a user associated with said virtual personality.